BAY VISION 2020

BAY VISION 2020 CONVENER'S MEETING

December 14, 1989
MetroCenter
101 8th Street
Oakland, CA 94607

AGENDA

1. Welcome and Introductions
2. Report from the Convener Nominating Committee (Approval)
3. Announcement of BV 2020 Commission
   - Introduction of Members
4. Adjournment

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Bay Vision 2020 Commission

Ira Michael Heyman
Chairperson

Joseph E. Bodovitz
Consultant

FOR IMMEDIATE RELEASE
THURSDAY, DECEMBER 14, 1989

Contact: Yvonne Ryzak
(408) 277-0888

OAKLAND -- Members of the BAY VISION 2020 Commission, an unprecedented public-private partnership project to help chart the future of the Bay Area for millions of residents, were introduced to the public Thursday and held their first organizational meeting.

Over the next year, the 30-member commission will review and recommend ways to improve decision making affecting the economy, environment, transportation, land use and other critical issues that cross conventional government boundaries in the region.

"BAY VISION 2020 provides an unparalleled opportunity to help plan for what the San Francisco Bay region will be like in the year 2020," said the commission's chairman, UC Berkeley Chancellor Ira Michael Heyman.

"Our goal is to help forge the partnerships and to devise the strategies needed to assure that the Bay Area will continue to be the special place it is now -- with its distinctive character, its strong economy and its exceptional environment."

BAY VISION 2020 is a joint effort of local government and the Regional Issues Forum (RIF), which is cosponsored by the Bay Area Council and the Greenbelt Alliance. Project Manager for the group is Joseph E. Bodovitz, president of the California Environmental Trust.

Commissioners appointed by regional leaders in local government, who acted as BAY VISION 2020 Convenors, were introduced at Thursday's meeting (list attached).

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Bay Vision 2020 is sponsored by elected city and county officials in the San Francisco Bay Area and the Regional Issues Forum, a project of the Bay Area Council and Greenbelt Alliance

c/o California Environmental Trust, Hearst Bldg. 5 Third Street, Rm. 612 San Francisco CA 94103 415/543-1855

"With Chancellor Heyman's outstanding background in law and planning and from the insights of this cross-section of leaders in community, business, labor, environmental and other groups throughout the Bay Area, we can anticipate a much sharper vision of our future," said Rod Diridon, chairman of the Convenors' nominating committee.

Diridon is a Santa Clara County supervisor and chairman of the Metropolitan Transportation Commission. The local government leaders who joined him Thursday and who selected the commission members included chairpersons of the boards of supervisors for each of the nine Bay Area counties, chairpersons of the mayors' conferences in each of those counties and chairpersons of the Association of Bay Area Governments and the Bay Area Air Quality Management District.

"The time has come to find new solutions to the way planning decisions are made in the Bay Area," said Paul M. Cook, chairman of the Bay Area Council and chairman and CEO of Raychem Corp.

"The business community understands that growth questions, quality of life issues, and the health of the region's economy are interrelated, and cry out for a thoughtful and innovative approach such as this," he said.

Added Greenbelt Alliance President Bob Mang: "The commission will start with unprecedented joint support from leaders of Bay Area social, environmental, business, and government organizations. As a public-private partnership for the entire region, it needs the support of all of us who live here if we are going to succeed in resolving the critical problems that face the Bay Area."

The new commission will present its conclusions and recommendations by the end of 1990.

# # #

BAY VISION 2020 COMMISSIONERS

Commission Chair
Ira Michael Heyman, Chancellor
University of California at Berkeley

Commission Vice-Chair North
Pamela Lloyd, Chair
Marin Conservation Corps

Commission Vice-Chair South
Richard J. Rios, President
San Jose Development Corporation

Commission Vice-Chair Central
To Be Announced

Sarah Conner, Former President
Bay Area League of Women Voters

Paul De Falco, Former Regional Director
Environmental Protection Agency

Yvette Del Prado, Superintendent
Cupertino Union School District

Armando Flores, Superintendent
Bellevue Union School District

Ruben Garcia, Area Vice President
Pacific Bell

Peter B. Giles, President and CEO
The Technology Center of Silicon Valley

David Goodman
Clorox

Reid Gustafson, President
Northern California Division
Shea Homes

Mary Handel, Executive Director
Napa County Farm Bureau

Aileen C. Hernandez, Urban Consultant
Aileen C. Hernandez Associates

James C. Hormel, President
Equidex, Inc.

Melvin B. Lane, Chairman
Lane Publishing Company

Glenn Larnerd, Vice President
IBM

Lynette Lee, Executive Director
East Bay Asian Development Corporation

Bob Mang, President
Greenbelt Alliance

David J. Martin, President
The Martin Group

David Nichols, Former County Manager
County of San Mateo

Martin Paley, Management Consultant

Robert Power, Chairman
Nut Tree Partnership

David Reiser, President
Central Labor Council of Santa Clara and San Benito Counties

Martin J. Rosen, President
The Trust for Public Land

Dwight Steele, Vice President
Save San Francisco Bay Association

Geraldine Steinberg, President
Enshallah Developments

Ronald Swisher, Pastor
Easter Hill United Methodist Congregation

Scott F. Wylie, Director of Communications
Raychem Corporation

Beth Wyman, Grants Coordinator
Housing and Community Development
County of Santa Clara

Bay Vision 2020 Commission

Ira Michael Heyman
Chairperson

Joseph E. Bodovitz
Consultant

The Commission and its purpose

The BAY VISION 2020 Commission, consisting of 30 distinguished citizens of the San Francisco Bay Area, is being formed to take a fresh, independent look at growth and change in the region.

The Commission will:

1) Analyze current issues and trends affecting the future of the Bay Area, including a determination of which issues are of regionwide importance, and what the geographic extent of the Bay Area is likely to be in the year 2020;

2) Adopt a general vision for the Bay Area in 2020, with recommendations for specific principles and policies necessary to make that vision a reality; and

3) Recommend public and private actions needed during the 1990s to start achieving the longer-term vision (i.e., a combination of incentives, sanctions, mandates, and forms of governmental organization), and make these recommendations, as appropriate, to the private sector and to local, regional, state, and federal governments.

The Commission will focus primarily on issues of population growth and land use that cut across city and county boundaries in the Bay Area. These issues include:

--Shortages of affordable housing in the region;

--Increasing distances between job centers and housing;

--Inadequacies in regional transportation;

--Inability of the Bay Area to reconcile land use, transportation, and environmental decisions;

--Trends toward urban sprawl and the consequent loss of open space;

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--Steps that may be required by federal, state, and regional clean air laws; and

--The need simultaneously to maintain a strong regional economy and to protect the region's physical environment.

The Commission will include men and women from all parts of the nine-county region and will reflect the increasing ethnic diversity of the Bay Area.

A unique public/private effort of three groups in the Bay Area helped to create the Commission. Leaders of the groups, which do not always agree on conservation and development issues, agree completely on the need for a blue-ribbon commission to take an informed, independent view of regional matters in the Bay Area. The three groups are: (1) locally elected officials, (2) business and industry, and (3) environmental and other citizen organizations.

The BAY VISION 2020 Commission recognizes that, in addition to strong public concern about land use/transportation/housing issues, there is also strong public interest in other issues such as improving public education, providing help for the homeless, combating drugs, and more effectively providing health care. The Commission's first priority, however, is to deal with issues of land use, housing, transportation, the regional economy, and environmental quality. But the Commission will insure that its priorities and recommendations support efforts to improve education and health care and to cope with other social issues.

Time schedule

The BAY VISION 2020 Commission is scheduled to be appointed this fall, and to hold its organizational meeting on Thursday, December 14, 1989.

The Commission will begin its work in January, and will arrive at conclusions and recommendations by the end of 1990. The Commission will ordinarily meet twice a month, a significant commitment of time and energy for its members, and will work with a small staff and with consultant help.

The admittedly tight schedule has four purposes:

1) Whatever consensus can be achieved in the Bay Area on these issues will be conveyed to the new Governor to be inaugurated in January, 1991, and to the Legislature that will convene then. While many things can be done by the region, much will depend on state actions. The work of the BAY VISION 2020 Commission is thus designed to help shape a state program.

2) Prominent citizens are more apt to contribute the time and

energy necessary to make the Commission work if they see that at least a major part of their task is to be completed in one year.

3) Deadlines can help focus decisions that are apt to be difficult at best.

4) A more leisurely approach would not properly emphasize the urgency of growth and development issues in the Bay Area.

At the same time, a one-year effort will not complete the BAY VISION 2020 project. None of the Commission's recommendations will take effect without strong efforts on the part of Commission members and other Bay Area residents who support their work. Thus, a strong follow-up program is necessary, and will be developed.

Why the Commission can make a major impact on the future of the Bay Area

With any group that studies and recommends, there is always a danger that its reports will be filed and forgotten. That could happen here too, but there are many reasons why it is unlikely:

1) The Commission's chairman, UC Berkeley Chancellor I. Michael Heyman, is one of the most respected people in the Bay Area. His experience, his knowledge of the issues, and his widespread credibility will insure that the Commission's work receives thorough public attention.

2) The Commission will have members from all parts of the Bay Area, thus promoting support throughout the region.

3) The Commission will specifically recognize the changing demographic makeup of the region. It will seek to enlist the support of emerging leaders in ethnic groups that have not always been a significant part of the debate over land use/housing/governmental issues in the Bay Area.

4) The Commission will do its work openly and publicly, so that increasing numbers of Bay Area residents will be aware of and can participate in its work.

5) The Commission, having a prominent educator as its chairman, will never lose sight of the importance of public education on regional issues.

6) The Commission, once appointed, will be totally independent.

7) The Commission will recommend specific, clear steps to achieve its vision for the Bay Area 30 years from now.

8) Finally, and of great importance, the Commission will begin its work at a time of growing public frustration over housing

shortages, unmet transportation needs, and the seeming inability of the region to cope adequately with growth and development pressures. Thus the Commission will begin its work with the potential support and encouragement of a great number of Bay Area residents.

How did the Commission come about?

The origins of the Commission lie in efforts of two groups, working without knowledge of each other, to spur efforts toward more effective regional decision-making in the Bay Area. After having considered a number of things that might be done, each group concluded independently that the most promising next step would be formation of a blue-ribbon citizen commission to analyze current trends in the Bay Area, propose a vision for the future Bay Area, and make specific recommendations to achieve that vision.

The first group was initiated by the current Chair of the Metropolitan Transportation Commission, Supervisor Rod Diridon of Santa Clara County. He was joined by the Chair of the Association of Bay Area Governments, Mayor Warren Hopkins of Rohnert Park, and by successive chairs of the Bay Area Air Quality Management District, Supervisor Susanne Wilson of Santa Clara County and Councilmember Shirley Campbell of Hayward. In addition, the local government Convenors of the BAY VISION 2020 Commission include the chairs of the nine county boards of supervisors; the mayors of Oakland, San Francisco, and San Jose; representatives of the cities in each of the 9 counties; and the president of the League of California Cities.

Simultaneously, a group of leaders of business and environmental groups were meeting under the auspices of the Regional Issues Forum, which is sponsored jointly by the Bay Area Council and the Greenbelt Alliance. As the two groups became aware of their joint interest in establishing a citizen commission, they developed an agreement by which they have worked together to select and recruit members of the Commission.

This work has been managed by a steering committee consisting of three members from each group. The local government convenors appointed MTC Chair Diridon, ABAG Chair Hopkins, and Air Quality District Chair Campbell. The Regional Issues Forum designated Angelo Siracusa, president of the Bay Area Council,; Larry Orman, executive director of the Greenbelt Alliance; and Martin Paley, consultant and former foundation executive.

The steering committee is assisted by Joseph E. Bodovitz and Tish Sprague of the California Environmental Trust, a nonprofit California organization that works to help people find consensus on major issues of growth management in the state.

Will the Commission duplicate the work of other organizations?

No. The Commission will build on the experience of similar

citizen efforts in other places, i.e., L.A. 2000 (a citizen commission appointed by Mayor Tom Bradley of Los Angeles), King County 2000 in the Seattle area, and comparable independent studies of growth and development issues elsewhere.

The Commission will complement the work of the newly-created Bay Area Economic Forum, but the two organizations have very different purposes. The Forum was established by the Association of Bay Area Governments and the Bay Area Council. It is intended to serve as the voice of business, government, academia, and civic interests on issues affecting the Bay Area economy. It is, in effect, a regional economic development organization. The Forum will not be directly involved in land planning issues, or in issues regarding governmental organization in the Bay Area. Moreover, the Forum is intended to be a permanent organization while the Commission will disband after completing its work.

What role will other organizations play?

The Commission will welcome broad interest in its work. It will benefit from having other organizations and individuals critically review its proposals. The three sponsoring groups will maintain a strong interest in the Commission's work, and others are encouraged to do this as well.

Work Plan

The Commission will, of course, adopt its own work plan. It will almost certainly contain the following components in some form:

1) Evaluation of present trends in Bay Area

a. Projected population growth

b. Projected regional economy

c. Projected consequences of regional growth on air and water quality, land use, the future of agriculture in the Bay Area, housing, and transportation.

d. Analysis of changing regional demographics (e.g. emerging non-Anglo majority, increase in elderly)

e. Analysis of regional vs. local issues -- (which issues have significant impacts on all or most of the 9-county Bay Area, and, to some extent, areas in adjacent counties?)

2) Commission outline of vision for the Bay Area in the year 2020.

a. Analysis of present trends and possible alternatives.

b. If present trends are found to lead to an optimal (or at least acceptable) vision, are public or private actions needed to insure their continuance?

c. If present trends are not acceptable, what alternative vision would be better?

3) If an alternative to the continuation of present trends is selected, what public and private actions are necessary to achieve this vision?

a. Analysis of, and commission recommendations on, such possible actions as:

(1) Regional revenue-sharing

(2) New ways of encouraging private investment to achieve the optimal regional vision

(3) Regional realignment of governmental and decision-making mechanisms on matters of clear regional interest, and

(4) Regional support for state legislation in such areas as:

(a) changes in state planning law, perhaps with the state setting broad state policies for growth and development as has been done in Oregon and Florida; and

(b) changes in economic incentives and fiscal policy to stimulate new solutions to land use/housing/transportation problems.

What will the budget be?

The Commission's proposed budget for 1990 is $600,000. The Commission's goal is to receive approximately one-third of its budget from each of the sponsoring groups: government, business and industry, and the non-profit sector. The local government share has already been provided by a $212,000 grant from the Metropolitan Transportation Commission.

Conclusion

No one who lives in the Bay Area (or in southern California) can believe that California, or any of its major regions, is adequately managing the state's unprecedented population growth. These growth pressures show no sign of abating. How we manage this growth will largely determine the future of the Golden State. It is hard to imagine a more important enterprise to enlist the best talent--and financial support--of the Bay Area.

BAY VISION 2020 CONVENORS

*Convenors' Nominating Committee Chair
Supervisor Rod Diridon, Chair
Metropolitan Transportation Commission
Santa Clara County

Mayor Art Agnos
City of San Francisco

Councilmember Jane Baker, Past President
The League of California Cities
City of San Mateo

Supervisor Harry Britt, President
San Francisco Board of Supervisors

Supervisor Ed Campbell
Alameda County Board of Supervisors

*Councilmember Shirley Campbell, Chair
Bay Area Air Quality Management District
City of Hayward

Mayor William Carroll, Delegate
Solano County Mayors' Committee
City of Vacaville

*Councilmember Kathleen Foote, Delegate
Marin County Mayors' Committee
City of Mill Valley

*Supervisor Mary Griffin, Chair
San Mateo County Board of Supervisors

*Warren Hopkins, President
Association of Bay Area Governments
City of Rohnert Park

Mayor Roberta Hughan, Chair
Santa Clara County Mayors' Council
City of Gilroy

Councilmember Riho Martinson, Delegate
San Mateo County Mayors' Committee
City of Foster City

Mayor Tom McEnery
City of San Jose

Mayor Ken Mercer, Chair
Alameda County Mayors' Conference
City of Pleasanton

Supervisor Janet Nicholas, Chair
Sonoma County Board of Supervisors

Supervisor Don Pippo, Chair
Solano County Board of Supervisors

Mayor Ed Solomon, Chair
Napa County Mayors' Conference
City of Napa

Supervisor Robert Stockwell, Chair
Marin County Board of Supervisors

Mayor Roy Swearingen, Chair
Contra Costa County Mayors' Committee
City of Pinole

Councilmember Laurance Tencer, Delegate
Sonoma County Mayors' Council
City of Petaluma

Supervisor Tom Torlakson, Chair
Contra Costa County Board of Supervisors

Supervisor Robert White, Chair
Napa County Board of Supervisors

*Mayor Lionel Wilson
City of Oakland

Supervisor Susanne Wilson, Vice-Chair
Santa Clara County Board of Supervisors

**Nominating Committee Members*

Regional Issues Forum (RIF)

Co-Chairs
Bob Mang, President
Greenbelt Alliance

Angelo Siracusa, President
Bay Area Council

Members
Gary Binger, Planning Director
Association of Bay Area Governments

Joe Bodovitz, President
California Environmental Trust

Thomas Cook, Director
Housing & Land Use
Bay Area Council

Paul De Falco, Former Regional Director
Environmental Protection Agency

Mort Fleishhacker
San Francisco Planning & Urban Research Assn.

Edie Dorosin, Executive Director
Palo Alto Chamber of Commerce

Richard M. Holliday, Vice President
BRIDGE

Robert C. Kirkwood, Director
Government Affairs
Hewlett-Packard Company

Eugene C. Lee, Director
Institute of Governmental Studies
University of California at Berkeley

Supervisor Dianne McKenna
County of Santa Clara

Noel Nellis, Partner
Morrison & Foerster

Larry Orman, Executive Director
Greenbelt Alliance

Martin Paley, Management Consultant

George Sears, Chairman
Pillsbury Madison & Sutro

Angelo Siracusa, President
Bay Area Council

Councilman Richard L. Spees
City of Oakland

Tom Willoughby, Manager
State Governmental Relations
PG&E

JULY, 1989

IRA MICHAEL HEYMAN

Born: May 30, 1930, New York City

Married: Therese Thau; children: Stephen and James

Education: AB in Government, Dartmouth College, 1951
JD, Yale Law School, 1956 (Editor, Yale Law Journal)

Military: 1st Lt., 1951-53; Capt. in Reserve, 1953-58, United States Marine Corps

Professional Record:

Chancellor, U.C. Berkeley (1980-)

The Vice Chancellor, U.C. Berkeley (1974-80)

Visiting Professor of Law, Stanford Law School (1971-72)

Professor of Law and City and Regional Planning, U.C. Berkeley (1966-)

Visiting Professor of Law, Yale Law School (1963-64)

Professor of Law, U.C. Berkeley (1961-)

Member, State Bar of California (1961-)

Acting Associate Professor of Law, U.C. Berkeley (1959-61)

Chief Law Clerk, Chief Justice Earl Warren, U.S. Supreme Court (1958-59)

Law Clerk, Chief Justice Charles E. Clark, Court of Appeals for the Second Circuit, New Haven, CT (1957-58)

Associate, Carter, Ledyard and Milburn, New York City (1956-57)

Member, State Bar of New York (1956-)

Legislative Assistant, Senator Irving M. Ives, Washington, D.C. (1950-51)

Memberships:

Division I Subcommittee Chairman, National Collegiate Athletic Association Presidents Commission (1986-88)

Chair, Executive Committee, National Association of State Universities and Land-Grant Colleges (1986)

Board of Directors, American Council on Education (1984-85)

Board of Directors, Pacific Gas and Electric Company (1985-)

Board of Trustees, Dartmouth College (1982-)

Board of Trustees, Lawyers' Committee for Civil Rights under Law (1977-)

Counsel, Task Force on Demonstrations and Protest, President's Commission on Violence (1968-69)

Chairman, City of Berkeley Human Relations & Welfare Commission (1966-68)

Chairman, Academic Senate Policy Committee, U.C. Berkeley (1965-67); State-wide U.C. Academic Assembly (1964-66, 1972-73)

Secretary, California Advisory Committee, U.S. Commission on Civil Rights (1962-67)

Consultantships:

Virgin Islands Planning Office. Drafted ordinances and basic legal documents for Coastal Zone Management Program. (1975-76)

Government of American Samoa. Advised on formulation of General Plan, drafted implementation plan. (1973-74)

County of Kauai, Hawaii. Drafted comprehensive zoning and subdivision ordinances. (1972-73)

University of Hawaii. Advised on creation of law school (1971-72).

Tahoe Regional Planning Agency. Advised on formulation of General Plan and drafted initial ordinances. (1970-75)

Consultantships: (continued)

San Francisco Bay Conservation and Development Commission. Advised on use of regulatory power to implement the BCDC plan. (1968-70)

Department of Health, Education and Welfare. Prepared report on race and education in Berkeley. (1964-65)

Publications:

Numerous journal articles, papers, and legal documents in the areas of civil rights; constitutional law; land planning; metropolitan government; housing; environmental law and management; and affirmative action.

Honorary Degrees:

Dec. 23, 1986	Doctor of Laws, The University of Maryland
May 14, 1984	Doctor of Humane Letters, *honoris causa*, The Hebrew Union College -- Jewish Institute of Religion
May 22, 1981	Doctor of Laws, University of the Pacific

Honors:

June 22, 1985	Chevalier de la Legion d'Honneur, The French Government.